

Class #4: Leveraging System Tools

In the final installment of the Lead Conversion Series, Aubie went through the system tools he uses to easily and effectively engage with powerful, relevant content. We went over not only how to use these tools, but the strategy behind them, to stay in front of your contacts.

Listing Alerts

Listing alerts are a great way to send relevant listing data to your contacts. When creating or editing a listing alert, you can set the frequency, home type, home features, price range, and more.

[Click here to learn more about using Listing Alerts](#)

Email Quick Text

Quick Text templates make sending emails to your leads quick and easy. When you create your Quick Text templates, you can also save them with Mail Merge Variables to save even more time, while personalizing your emails.

[Click here to learn more about using Quick Text](#)

[Click here to learn more about using Contact Mail Merge Variables](#)

[Click here to learn more about adding a link to your emails](#)

Sending Listings by Listing ID Number (Aubie’s Excel Formula)

Sending listings from your Market Leader system is a great way to send targeted content to your contacts. However, sometimes they may need specific listing types or criteria that is not searchable in your system. In this case, Aubie has a fool-proof method for searching for listings directly in the MLS, and then sending them from his system.

[Click here to learn more about Sending listings to your contacts](#)

First, he starts by finding specific listings in the MLS. Then he uses Excel to format his list with commas so he can paste all of the listings into the listing ID box, rather than searching for them, one by one.

- Locate the MLS numbers you wish to send
- Highlight the block of data (you’ll get more than you need, just make sure the MLS numbers are included)
- Copy the highlighted data and go to your Excel spreadsheet
- Right-click and paste the data into Excel (paste only as text so there are no hyperlinks)
- Arrange your data so the MLS numbers are listed vertically, in one column

Here is an example of what your data should look like:

| | | | | | | | | | | |
|----|--------|---|------|-----|-----------|-----|---|-----|-------|------------|
| 16 | | | | | | | | | | |
| 17 | 892995 | A | RESI | 610 | \$397,950 | 71 | 4 | 3.3 | 2,190 | 2/7/2016 |
| 18 | 921762 | A | RESI | 610 | \$465,000 | 10 | 4 | 1.8 | 2,688 | 4/8/2016 |
| 19 | 763328 | A | RESI | 610 | \$499,000 | 349 | 0 | 0 | 1,450 | 12/16/2015 |
| 20 | 921980 | A | RESI | 610 | \$699,900 | 10 | 3 | 2.5 | 2,408 | 4/8/2016 |
| 21 | 763366 | A | RESI | 610 | \$799,000 | 349 | 4 | 2.5 | 2,117 | 12/16/2015 |
| 22 | 904411 | A | RESI | 610 | \$886,000 | 44 | 4 | 4 | 5,200 | 3/5/2016 |
| 23 | 798017 | A | RESI | 610 | \$925,000 | 318 | 4 | 3 | 5,269 | 6/5/2015 |
| 24 | | | | | | | | | | |

Next, you'll want to copy the MLS ID numbers into a new column or spreadsheet and follow these steps:

- Insert a column before and after your list of MLS numbers
- For the first MLS number, add a comma in the cell to the right
- For the rest of your MLS numbers, add a comma to the cells to the left

Here is an example of what your list should look like now:

| B | C | D | E | F | G | H | I |
|---|---|---|--------|---|---|---|---|
| | 1 | | 892995 | , | | | |
| | 2 | , | 921762 | | | | |
| | 3 | , | 763328 | | | | |
| | 4 | , | 921980 | | | | |
| | 5 | , | 763366 | | | | |

Now it's time to add the formula to combine your MLS numbers and commas. You will need to add one formula to merge the first MLS number with a comma after it, and a second formula to merge the rest of the MLS numbers with a comma after them. Here is the formula for the concatenate function: =CONCATENATE(CELL#,CELL#)

Here is an example of what your list should look like with the formulas added:

| B | C | D | E | F | G | H | I |
|---|---|---|--------|---|---------------------|---|---|
| | 1 | | 892995 | , | =CONCATENATE(E1,F1) | | |
| | 2 | , | 921762 | | =CONCATENATE(E2,D2) | | |
| | 3 | , | 763328 | | | | |
| | 4 | , | 921980 | | | | |
| | 5 | , | 763366 | | | | |
| | 6 | , | 904411 | | | | |

*The yellow formula is merging the first MLS number with the comma after it
The pink formula is merging the MLS number with the comma before it*

Once you've added your second formula, click on the cell with the merged data, put your cursor on the bottom left of the cell, and drag down to copy the formula. You'll notice the formula is in the contents of the cell above too:

| B | C | D | E | F | G | H | I |
|---|---|---|--------|---|---------|---|---|
| | 1 | | 892995 | , | 892995, | | |
| | 2 | , | 921762 | | ,921762 | | |
| | 3 | , | 763328 | | | | |
| | 4 | , | 921980 | | | | |
| | 5 | , | 763366 | | | | |

Now you can copy your list of MLS numbers and paste them into the Listing # field when sending listings from your Market Leader system.

If Excel isn't for you, you can also add them one by one and skip the formulas too! If you get stumped, Google has a variety of support articles for Excel, including formulas like concatenate.